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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
David W. Roth

Application No.: 09/216,206

Filed: December 18, 1998

Group Art Unit: 3622

For: System and method for real-time bidding for
Internet advertising space

Examiner: John W. Van Bramer

INFORMATION DISCLOSURE STATEMENT (IDS)

VIA FEDEX

U.S. Patent and Trademark Office
Customer Service Window, Mail Stop Amendment
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Sir:

Pursuant to 37 CFR §§1.56, 1.97 and 1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08 forms. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

The fee of 37 CFR § 1.17(p) is submitted herewith.

References BA through BE are copies of examination reports issued by foreign patent offices concerning foreign counterpart patent applications of the present application.

Whether or not the information and references disclosed in this Information Disclosure Statement is "material" pursuant to 37 CFR §1.56, this submission is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

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In accordance with 37 CFR §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR §1.56(a) exists.

Dated: December 18, 2007

Respectfully submitted,

Signature: /Benzion A. Wachsman/

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